



## Background information

*How do I vote?*

Vote here: [IRRI 2015 QuickVote](#)

*What is IRRI?*

IRRI is the annual, globally-authoritative, practitioner-based review of best practice and trends in SRI & corporate governance research. It delivers detailed insight into who's hot and what's not in SRI & CG research and identifies the analysts and firms that are most highly-regarded by their clients, peers and professional counterparties.

*Who can vote?*

Everyone with a professional exposure to SRI or corporate governance research. Everyone with a stake in the future of high-quality research. Asset managers and asset owners, sell-side analysts and the IR & CSR directors of quoted companies can all vote. So can the analysts and salespeople from the research providers themselves.

*Organisations or individuals?*

Individuals should vote in a personal capacity. Each individual's vote counts the same. The survey does not accept 'team votes'. Our aim is to understand the specific day-to-day needs and opinions of practitioners not the policy positions of organisations.

*When is the IRRI voting period?*

The survey runs from Thursday 1 October to Saturday 31 October. Results will be announced at the end of November. Please VOTE AS SOON AS POSSIBLE. This will stop us bothering you further; it will also enable us to build momentum around the survey and encourage others to complete it.

*How long does it take?*

The Survey takes about 10 minutes to complete. [Vote here](#)

*Who voted in 2014?*

>1,000 industry professionals voted last year

*Who runs IRRI?*

IRRI is run in partnership between:

- Extel WeConvene – the managers of the globally-recognised Extel Survey of the Pan-European research market.
- [www.SRI-CONNECT.com](http://www.SRI-CONNECT.com) – the global online SRI & corporate governance research platform and communications network

*Will responses be confidential?*

We would like to disclose the fact that you have voted ... (to show that you contributing to the development of standards within the industry). However, we will not disclose how you have voted.

*Why?*

Completing this survey benefits:

- Individuals: ... because survey completers receive an advanced copy of the full results (non-completers will only receive an executive summary)



- The whole SRI & CG industry: ... because a transparent flow of practitioner-led information up and down the value chain improves the focus and quality of research
- All asset managers and asset owners: ... because it presents research providers with a globally-comprehensive picture of what asset managers need; this, in turn, leads to more focussed research and more tailored client service
- All companies: ... because it enables them to influence the shape of the communications that they have with SRI & CG research providers; to commend good practice and to encourage changes to inefficient or other poor practices.
- All sell-side brokers: ... because it allows them to showcase their own research product, to flag areas for partnership with independents and to reinforce messages to asset managers about their own business model and the commission allocation process
- All SRI & CG research providers: ... because it allows them to showcase their capabilities, to reward clients and to shape how companies, clients and other counterparties deal with them.

#### *Whom to contact?*

Steve Kelly, Managing Director, Extel WeConvene | [steve.kelly@weconvene.com](mailto:steve.kelly@weconvene.com) +44 20 3657 0982

Mike Tyrrell, Editor, SRI-CONNECT | [mike.tyrrell@sri-connect.com](mailto:mike.tyrrell@sri-connect.com) +44 7736 251 536

#### **[REGISTER WITH SRI-CONNECT \(FOR FREE\) HERE](#)**

Once you've registered, please do consider subscription.

It is ridiculously cheap and gives access to [numerous additional features](#)

## **ABOUT SRI-CONNECT**

**No. of registered users: 3,400+ – please tell one colleague, one competitor and one commercial partner about the site today**

SRI-CONNECT is an online global marketplace for SRI & corporate governance research and a meeting point for companies, investors and their respective advisors. It provides practical research resources and communications channels to accelerate the inclusion of sustainability and corporate governance factors in 'mainstream' analysis & investment.

The site enables users to

- \* access the best research and ideas in the industry
- \* understand developments in SRI and its interface with 'mainstream' investment practice
- \* present themselves to the SRI industry & review the sustainability & investment activity of others
- \* manage information and relationships with peers, partners, suppliers & customers

20% of the site's value is free-to-air; 40% requires registration (only available to those with a professional exposure to sustainable investment); 40% requires a modest subscription (which costs less than one day at a conference!)

The site's key features are:

- \* Market Buzz – peer to peer news channel highlighting what's happening in global SRI
- \* Directory – SRI's Who's who' containing profiles of over 5,000 companies, individuals, funds & indices
- \* Market – a place for supply and demand of SRI & CG research to meet, buy & sell research
- \* SRI Network – The SRI industry's communications centre
- \* On SRI – Everything you need to know about the shape, trends & dynamics in SRI